



City Administrator's Report

December 2007

Dear Reader,

Each month, this report from the City Administrator's Office provides a brief summary and update of major activities, events, projects, and programs that impact the Santa Barbara community. Feel free to send me your comments and suggestions.

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Key Meetings

December 11 & 18: **City Council Meetings**, City Hall Council Chambers, 735
Anacapa Street, 2 p.m.

Community Events

December 25: Holiday, City offices closed.

January 1, 2008: New Years Holiday, City offices closed.

Flags on State Street: www.santabarbaradowntown.com

Nov. 19 - Dec. 3 Unity Shoppe and DO Holiday Flags & Décor

Dec. 3 – Jan. 2, 2008 Downtown Organization Holiday Flags & Décor

City Administrator

What's Going on Inside Santa Barbara? Ever wonder what's going on inside the City? *Inside Santa Barbara* is produced by City TV Channel 18. It is an award-winning, thirty-minute news magazine show on City TV Channel 18 that highlights significant issues, projects, and events. City TV airs a new episode every month. In December's episode of *Inside Santa Barbara*, City TV educates viewers about the history of wild land fires in Santa Barbara County. Join City TV as we fly above local burned areas to get a bird's eye view of the path of past fires as well as the threat of future wildfires. Also in this episode, we explore a local energy ordinance and find out how Santa Barbara is leading the way when it comes to being green. Also in this episode, *Inside Santa Barbara* goes to the Santa Barbara Airport, where Express Jet Airlines has launched non-stop service to Sacramento and San Diego. Channel 18 also continues its Youth Focus series by joining Santa Barbara's youth community on a tour of Homeboy Industries in Los Angeles. Finally, City TV enjoys some time with local equestrians at

Earl Warren Showgrounds and finds out how updates to its facility may help continue its long tradition of benefiting the community.

If you don't have access to a TV or you live outside the area, you can watch the show online at www.citytv18.com.

Inside Santa Barbara rebroadcasts on Mondays at 8 p.m., Tuesdays at 5 p.m., Wednesdays at 6:30 p.m., Saturdays at 9 p.m., and Sundays at 10:30 p.m. on City TV Channel 18.

Administrative Services

City Election a Success. For the first time in decades, the City conducted its General Municipal Election on Tuesday, November 6, 2007, for the purpose of electing three City Councilmembers and voting on a ballot measure to change the City's elections from odd to even years.

The City Clerk's Office, would like to thank all of the employees and departments that helped make this year's election a success. There was an impressive response from employees wanting to volunteer their time to help with the election. Support from many of the City Departments made our job easier and much more enjoyable.

The City Clerk's Office received an overwhelming response from members of the community who wanted to volunteer as poll workers. Because of this, we were able to provide voters with the highest possible level of customer service. There was an ample number of workers stationed at each poll, which included at least two bilingual poll workers. Two trainings were held to educate poll workers of the City's Election Day processes, as they differed significantly from those who had previously worked County Elections.

We would like to thank all of you who contributed to making this year's Election a success and hope that you will decide to volunteer for the City's next Election. To view the Official Election Results, please visit our website at www.SBCityVote.org.

Airport

Airfield Pavement Reconstruction. These projects at the Santa Barbara Airport consisted of reconstructing large areas of pavement used primarily for parking of general aviation aircraft. The primary area was located in the southern quadrant of the Airport near Atlantic Aviation. It consisted of about 12,640 square yards of asphalt pavement that was in very poor condition. Four other repair areas of the airfield in the northern portion of the Airport that are scattered over the aircraft parking apron and taxi lanes were also in poor condition, requiring full reconstruction of 6,029 square yards of asphalt and concrete. The pavement areas were pulverized on site and reused for the new structural sections. Granite Construction completed the work in two months at a cost of approximately \$1.5 million.

Community Development Department

Planning Commission Update. The Planning Commission will meet on December 13th, and 20th.

Items under discussion on December 13th is the “clean-up” changes to the Neighborhood Preservation Ordinance.

On December 20th, the Planning Commission will discuss Marina One dock replacement at the harbor, and consider a project redesign for the Hayward property at 1015 – 1025 Santa Barbara Street.

There will be a special meeting of the Planning Commission on January 3rd to discuss *Plan Santa Barbara* - the project and growth scenarios approach.

New Kind of Neighborhood. Renovations are underway at 630 Garden Street. Planning, Housing and Redevelopment and Administration staff have vacated the second floor to allow much-needed repairs to the building. The second floor concrete repairs are in process and the Community Development offices will be painted and carpeted in the coming weeks. While the repairs are underway, Administration and Housing and Redevelopment have relocated to 925 De la Vina Street, where they're joined by several members of Long-Range Planning. The rest of the second-floor Planning staff, when not staffing the public counter, are temporarily housed in four trailers located in the parking lot at the south side of 630 Garden Street. It may be close quarters temporarily, but the renovations are coming along well, and we look forward to bright new offices in the near future. Phone numbers and e-mail addresses for all staff remain the same during the interim relocation.

Toward a Greener City. On November 20th, the City Council, acting as the Redevelopment Agency Board, authorized the purchase of two residential properties at 633 and 635 Bath Street. This acquisition will augment the Lower Mission Creek Improvement Project by providing additional green space through the creation of a neighborhood park in the West Downtown neighborhood. Redevelopment Agency staff will be working closely with the Public Works and the Parks and Recreation Departments as well as the neighborhood residents toward a practical design. Park construction could occur in 2010, after creek improvements are completed.

Finance Department

October Transient Occupancy Tax (TOT) Up 2.3% The slow growth in TOT continued in October with year-over-year growth of just 2.3%. As the table indicates, after four months of the fiscal year we are up just 2.9% over the same period of the prior year. This is well short of the growth rate needed to meet this year's budgeted amount. Unless growth accelerates over the rest of the fiscal year, we will fall short of the budgeted amount.

TRANSIENT OCCUPANCY TAXES								
Month	FY 2005	Change from Prior Year	FY 2006	Change from Prior Year	FY 2007	Change from Prior Year	FY 2008	Change from Prior Year
July	\$ 1,301,652	8.6%	\$ 1,477,789	13.5%	\$ 1,556,439	5.3%	\$ 1,613,163	3.6%
Aug	1,357,717	0.6%	1,504,589	10.8%	1,591,998	5.8%	1,645,684	3.4%
Sept	931,244	5.0%	1,109,428	19.1%	1,196,533	7.9%	1,218,695	1.9%
Oct	914,718	5.9%	963,261	5.3%	1,051,043	9.1%	1,075,341	2.3%
Nov	721,982	3.6%	809,684	12.1%	887,047	9.6%		
Dec	575,075	4.0%	671,965	16.8%	669,540	-0.4%		
Jan	606,484	3.7%	661,507	9.1%	677,428	2.4%		
Feb	699,349	-0.6%	738,532	5.6%	758,041	2.6%		
Mar	872,554	11.5%	855,597	-1.9%	953,927	11.5%		
April	941,281	7.5%	1,000,696	6.3%	1,046,772	4.6%		
May	1,001,438	11.8%	1,015,349	1.4%	1,052,582	3.7%		
June	1,158,018	18.9%	1,223,974	5.7%	1,249,817	2.1%		
FY Total	\$ 11,081,510	6.9%	\$ 12,032,372	8.6%	\$ 12,691,167	5.5%	\$ 5,552,883	2.9%
Budget	\$ 10,684,900		\$ 11,504,200		\$ 12,630,600		\$ 13,581,500	

Includes only the 10% unrestricted TOT revenues. Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).

Santa Barbara Bank & Trust: Another Kind of Green! Over the past several months, the City's Environmental Services Division has focused its efforts on improving recycling in the City's business sector. Dubbed "Recycle at Work," the program is designed to encourage and assist businesses to recycle as much as possible and divert solid waste from the landfill.

Through the "Recycle at Work" Program, the City recently forged a groundbreaking partnership with a large local corporation - the Pacific Bancorp Group (PCB), the parent company of Santa Barbara Bank and Trust (SBBT). SBBT executives, having recently developed their 'Go Green' Initiative outlining their commitment to environmental stewardship, approached Environmental Services staff with an interest in improving the recycling programs within all of their company facilities. In light of this exciting opportunity, SBBT President and CEO George S. Leis stated "we tremendously value and appreciate our partnership with the City of Santa Barbara in helping us make the best, most informed decisions on our 'Go Green' Initiative and in making a positive difference every day."

Fire Department

New Fire Code Adopted. On December 4th, City Council approved the adoption of the new City Fire Code.

For many years the State of California and local jurisdictions within the state have adopted the Uniform Fire Code. As of this code adoption cycle, California will be adopting the International Fire Code, which the City also adopted along with local amendments. These new building safety standards are among the most progressive regulations of their kind in the United States.

Serious Accident. Shortly after midnight on October 31st, Engine 2 responded to a vehicle accident on East Cabrillo Boulevard near Ninos Way. The vehicle had left the road and crashed

into Sycamore Creek adjacent to the intersection, and was submerged upside down. The driver was already out of the vehicle, but a passenger was still trapped inside. Upon the Fire Department's arrival, crew members immediately jumped into the murky water and located the victim in the vehicle, and had to perform CPR to revive him. He was taken to Cottage Hospital, where follow up reports indicated the patient fully recovered from hypothermia and water aspiration.

Firefighters Recognized for Life-Saving Efforts and Bravery. The Firefighters Association, Local #525, presented the following awards to fellow firefighters for exemplary heroic actions.

The 2007 Stephen J. Masto Valor Award was presented to Captain Bill Taff, Engineer Hank Homburg, Firefighter Mike Mudgett, and Firefighter George Martinez for their quick actions following a severe crash of a water dropping helicopter during the Zaca fire. The co-pilot was pinned in the helicopter and had to be extricated by our firefighters. After several tense moments, amongst the wreckage and leaking fuel, these firefighters were able to remove the co-pilot from the destroyed aircraft. The pilot and co-pilot suffered only minor injuries.

The 2006 Stephen J. Masto Valor Award was presented to Captain Robert Mercado, Engineer Paul Erland, and Firefighter Cory Cloud for their successful life saving rescue of an elderly man during a structure fire. The man had become disoriented and frightened during the early morning fire and was found under his bed in his smoke filled bedroom. The victim suffered from smoke inhalation but has since fully recovered.

Library Department

Santa Barbara Reads / UCSB Reads. The library is partnering with the UCSB campus again in a reading and discussion program on a current topic -- globalization. This year's book is entitled, *The Travels of a T-Shirt in the Global Economy*. The author, Georgetown University business professor Pietra Rivoli, chronicles the round-the-world odyssey of a T-shirt, from Texas cotton-growers, to factory workers in China, labor champions in the American South and an African used-clothing bazaar, to reveal how the global economy really works. The program begins in January 2008 and the author will give a free public lecture on March 5 at UCSB. The public library has purchased 125 copies of the book, which is also available as a downloadable audiobook through the library's website; UCSB is giving away 2,000 copies to its students, and Patagonia Company has purchased 1,000 copies for its employees. UCSB professors from various disciplines will join local experts in the library branches for "community conversations" in late February, discussing the book and the issues of globalization.

Literacy Program a Success. The Spanish-language Early Learning with Families program at the Goleta Branch Library concluded on November 17th with presentations by ethnomusicologist Juan Zaragoza and two wonderful salsa dancers. A cumulative total of 94 parents and children attended the five-week session, designed to help parents promote early literacy skills with three-to-five-year-olds. The project will offer workshops at the Solvang Library and the Eastside Library in the first half of 2008. Staff members Maria Lopez, Timothy Linehan, and Albert Rios conducted family workshops.

Parks and Recreation Department

Reservations for Internet Tee Times. In October, the Santa Barbara Golf Club unveiled a new service for golfers – internet tee time reservations. Instead of seven days in advance, tee times can now be reserved up to 30 days in advance online. Since its launch, more than 50% of tee times at the course have been booked online. The internet link from www.sbgolf.com takes the user to the booking site to create their account. Once the account is created, the customer receives an e-mail notice of their log-in and password and can then make online tee time reservations. Currently, City employees must use their home email addresses when registering, as the City email address does not work with this reservation system. However, staff is working to fix this situation. For more information, call the Pro Shop at 687-7087.

New Winter Break Camps added for Youth ages 6-14. The Parks and Recreation Department is offering six camps for the week of December 17-21 as affordable options for working parents. In addition to full-day *Great Escape Camp* for grades 1-6 and the ever-popular, half-day *Winter Skate Clinic* for ages 7-12, two new half-day camps for kids ages 8-14 are being held at Franklin School, 1111 E. Mason Street. The morning *Run & Rally Sports Camp* is for kids who love sports like Ultimate Frisbee, bowling, tennis, golf, and field games. The *Jumpshot Holiday Basketball Clinic* follows from 1- 4 p.m. Children enrolled in both camps get a 10% discount off the price. Also offered are morning and afternoon three-hour *Winter Break Clay Camps* at the Chase Palm Park Craft Center and a *Gingerbread Cookies/Art from the Heart* morning or afternoon for children 4-7 with Karen Putnam at the Carrillo Recreation Center. For more information or to register, go to www.sbparksandrecreation.com or call Youth Activities at 564-5495.

Holiday Dinner at Westside Community Center. On Thursday, December 20th the Advisory Committees for the Franklin, Lower Westside and Westside Community Centers will host their 6th Annual Holiday Dinner from 6 to 8 p.m. at the Westside Community Center. Approximately 200 parents and children are expected to attend the event from the three areas taking part in the activity. Each year Advisory Committee members cook a delicious traditional meal as a means to promote Department programs and community center services, build community cohesion and increase community citizen participation. At the event's culmination Santa will hand out gifts generously donated by the Unity Shoppe to all the attending children. For more information, contact Antonio Velasquez at 963-7605.

IPM Program Wins Innovator Award. On January 17, 2008, the City of Santa Barbara will receive an IPM Innovator Award for its Integrated Pest Management (IPM) Program from the Department of Pesticide Regulations (DPR) in Sacramento. The City is being recognized for its proactive approach to IPM. In January 2004, a formal IPM strategy was adopted with a commitment to work aggressively to reduce the use of toxic materials throughout the City. The strategy covers the diverse activities of the City--from the parks to the airport, to the golf course, to street maintenance, to creek protection and to the beaches. In 2005, the Pesticide Hazard and Exposure Reduction (PHAER) Zone Model was adopted. This Zone system assigns a Green, Yellow, or Special Circumstance/Red Zone designation to each site, or portion of a site, based on the potential for exposure to humans and sensitive habitat. Today, 98% of City parkland is managed with "Green" (least toxic) materials. Overall, the City exemplifies a large-scale, innovative IPM approach with measurable improvements, collaboration and community involvement as cornerstones.

Front Country Trails Task Force Update. The Multi-jurisdictional Front Country Trails Task Force held a work session on November 17 to consider trail management, maintenance, and education recommendations. The work session followed monthly meetings held since February 2007 that addressed a variety of issues including existing trail conditions, management and maintenance, environmental resources, policies and regulations, education/etiquette, funding, and trail conflict solutions, among others. Coordinated by the Parks and Recreation Department, the Task Force includes two City Park and Recreation Commissioners, two County Park Commissioners, and two staff from the Forest Service. Staff from all three agencies provide support to the Task Force. Public input and participation has been steady, and a number of stakeholders are actively engaged. It is anticipated that the Task Force will finalize its recommendations at its meeting on February 3, 2008. The next steps include review and recommendations from the respective City and County Commissions and Los Padres Forest Supervisor, and then consideration by the County Board of Supervisors and the Santa Barbara City Council. Information about the [Task Force recommendations are posted on the City's website](#).

Police Department

Persistent Prowler Arrested. On the night of November 2nd, undercover police officers were staking out an apartment complex in the 200 block of W. Islay Street. This was in response to several reported break-ins and sightings of a prowler peeping into windows. At 1:00 a.m., police spotted a 32-year-old male suspect wander onto the private property. The suspect lurked and loitered next to a bedroom window. The officers sprang from their concealment and detained him. The suspect could not explain his late-hour purpose on the property. His vehicle was found parked around the corner. Police found several pairs of women's undergarments inside. One of the recent burglary victims was summoned; she identified a garment as stolen from her residence. Based on physical evidence and interviews, police arrested the suspect for multiple counts of burglary and prowling.

Gang Watch. On November 14th, police arrested a gang member for urinating against the side of a Montecito Street business. The business owner is frequently harassed by gang members. On November 15th, police spotted a wanted gang member amongst his gang-member friends at a Modoc Road apartment complex. The suspect, who was on a bicycle, peddled furiously through the complex until he reached a dead end. He nearly escaped over a fence when an officer used his Taser to stop him, and a second application to subdue him. The suspect had successfully escaped from police pursuit in the recent past. On November 15th, gang officers drove up on a street robbery and assault in-progress. The suspect, a burly 26-year-old gang member had confronted a man walking home with an 18-pack of beer. He stole the beer and assaulted the suspect with a full beer can. The suspect threatened two of the victim's friends. He was just about to make his get-away when, much to his surprise and misfortune, gang officers appeared and took him into custody. On November 16th, gang enforcement officers recognized two gang members in a passing vehicle who were out past curfew. The suspects tried to crouch down and hide. The vehicle was stopped and they were arrested for probation violation. For good measure, the driver was arrested for being unlicensed and giving a false name.

Double Bank Robber in Custody. On November 14th, a brazen bandit robbed two downtown banks just minutes apart. During the noon hour, he knocked off the Bank of America

at 934 State Street and Santa Barbara Bank and Trust at 20 East Carrillo Street. Sergeant John Corre was on-foot in the area just minutes after the first heist. Using an available description, hastily obtained witness updates, lingering residue from just-exploded dye packs, and his own wily intuition, Sergeant Corre found himself in the SBB&T parking lot in time to witness the suspect's second ill-gained dye pack explode in a burst of red dye as he high-tailed it across Carrillo Street. The unarmed suspect named Donald Kevin Romanik, age 50, was arrested without incident. Romanik, a long-time local resident, had been released from state prison just four days earlier. Romanik was booked for two counts of robbery and parole violation. The FBI has transferred Romanik into federal custody where he will stand trial in a federal court.

Liars, Dopers, and Thieves Don't Prosper. On November 19th, police arrested a 25-year-old man for being under the influence of narcotics. The suspect falsely identified himself with a driver's license and credit cards. Later that day, police investigated a break-in at a chiropractic office on Mission Street. Coincidentally, the victim had the same name as the man just arrested for drug use. A little investigating determined the suspect's true identity. The suspect received an added charge of burglary for breaking into the chiropractic office and stealing the victim's identification.

Public Works Department

City Improvements in the Works. The Public Works Facilities Division is progressing with several City facility projects. Facilities is currently working on repair and refurbishment of the Community Development offices on the second floor at 630 Garden Street. The first step has been successfully completed with moving the office to two temporary sites: trailers located behind the Garden Street offices and the City's building at 925 De la Vina Street. Facilities coordinated a fiber optic run to the De la Vina Street location, moved temporary trailers in behind the Garden Street offices and coordinated installation of all utilities, communication and IT services.

Facilities also completed two jobs with the Parks and Recreation Department. Five utility pedestals were installed throughout the park at Leadbetter Beach. The pedestals will provide power for vendors and other users during special events and reduce the need for generators, reducing noise and air emissions. Improvements to the Parks and Recreation Department buildings at Laguna Street have also been completed. Offices, restrooms, and break areas received new flooring. Staff and the public now have a clean, safe and functional environment in which to conduct City business.

Nominations for Spirit of Service Awards. It is that time of year to start thinking about those outstanding individuals and groups that have taken action to keep Santa Barbara sustainable and looking good through their work to promote effective recycling practices and eliminate visual pollution such as graffiti and litter. Each year, *Looking Good Santa Barbara* takes nominations from throughout the community to select award recipients who are then honored at the Spirit of Service Awards Program held in March.

Last year's award recipients included a teacher who stocks his car with a broom and trash bags so he can clean-up litter on the route to and from work. Another award recipient was a salon owner who incorporates recycling into his everyday business by recycling all packaging,

shampoo bottles and reading materials, just to name a few things. To read more about last year's winners, go to www.LookingGoodSB.com.

Looking Good Santa Barbara is eager to find out about somebody outstanding that you know, so please do tell. The nomination process opens on January 2, 2008 and closes on January 25th, 2008. [Nominations can be submitted online or by requesting a form](#) by calling (805) 897-2526.

We've Been Working on the Railroad. Have you noticed the tree trunks, cleared ground, fences and homes visible from the southbound 101 between Las Positas and Montecito Street? The Streets Division is responsible for a massive clean up in the railroad corridor that has been going on since last April under the leadership of James Russell, Street Maintenance Supervisor. This is the result of the new Memorandum of Understanding (MOU) between the City and Union Pacific Railroad (UP) for shared maintenance in the 5.9 mile stretch of railroad corridor that lies within City limits.

The MOU was hammered out last winter between UP representatives and City staff including the City's Transportation Division, the City Attorney's office, the Police Department, the City Administrator's Office. The MOU is the first in the State where a city is reimbursed for maintenance work performed on the UP right-of-way. As part of the MOU, the City Streets Division contracted with the California Conservation Corp for labor and equipment to clean-up the area.

Since April of this year, 68 cubic yards of trash and debris have been hauled out, (that's roughly the equivalent of two school buses); hundreds of needles were collected; 250 cubic yards of mulch have been chipped from the cut brush; and well over 25,000 sq. ft. of graffiti have been painted over. The City is on schedule to complete the through clean up of the entire railroad corridor by the end of the Summer 2008. Once the corridor has been cleaned up, City staff will work with UP and Caltrans do clean-ups necessary to maintain the corridor.

Waterfront Department

2007 Parade of Lights. Ho, ho, ho! Dudes, a white-bearded, chubby man in a red suit has been spotted near the North Pole. And he's riding a "Yater" Surfboard! The jolly fellow made an appearance at the 22nd Annual Santa Barbara Harbor Parade of Lights on Sunday, December 9, 2007. "Surf's Up for the Holidays!" was this year's boat parade theme.

The "Big-Guy" dropped in for two hours and brought 12-tons of snow for all the good little boys and girls. Holiday carols were sung by La Colina Jr. High's Outburst Singers and Special Goodies provided by the Santa Barbara Maritime Museum elves. Our North Pole friends prepared a five-minute fireworks display at the parade's end. This year's "Gnarly" event was presented by the 2007 Parade of Lights Committee in conjunction with the Santa Barbara Harbor Merchant's Association, Stearns Wharf Business Association and the City of Santa Barbara Waterfront Department.